

Message Text

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PAGE 01 STUTTG 00818 121125Z
ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
-----130657Z 052756 /10

R 120953Z MAY 77
FM AMCONSUL STUTTGART
TO SECSTATE WASHDC 3579
USDOC WASHDC
INFO AMEMBASSY BONN
AMCONSUL FRANKFURT
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMEMBASSY BERN
AMEMBASSY VIENNA

UNCLAS STUTTGART 818

FRANKFURT FOR USTS

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: FUNDING OF FOREIGN BUYER PROGRAM ESCORT EXPENSES
INTELCOM 77 ATLANTA

REF: A) STATE 104280 B) BONN 5163 C) BONN 4203 D) BONN 5895
E) STUTTGART 763

1. THIS IS A JOINT EMBASSY/CONGEN STUTTGART/USTS MESSAGE
2. WE HAVE TODAY RECEIVED A TENTATIVE COMMITMENT FROM THE INTELCOM TOUR OPERATOR, HAPAG-LLOYD, FOR FUNDING OF THE AIR-TRAVEL PORTION ONLY FOR ONE ESCORT TO ACCOMPANY OUR FBP TOUR TO ATLANTA. THIS MESSAGE OUTLINES THE NEED FOR PROMPT COMMITMENT OF ADDITIONAL
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FUNDS NECESSARY TO ASSURE INCLUSION OF ESCORTS IN
INTELCOM AND OTHER RED CARPET FOREIGN BUYER PROMOTIONS.

3. WE CONSIDER TWO POST ESCORTS OF OUR FOREIGN BUYER GROUP TO INTELCOM 77 CRUCIAL TO THE SUCCESS OF THE PROJECT. AT FBP CONFERENCES IN BONN AND FRANKFURT (REFS C AND D) AND IN PRELIMINARY TALKS IN STUTTGART,

IT WAS AGREED FROM THE OUTSET BY ALL PRESENT, INCLUDING EMBASSY BONN, USTS, OTHER GERMAN POSTS, PAN AMERICAN AND HAPAG-LLOYD THAT THE CHANCE OF ATTRACTING A SATISFACTORY GROUP OF BUYERS WOULD BE STRONGLY ENHANCED BY THE PRESENCE OF ESCORTS. HAPAG-LLOYD'S INITIAL ESTIMATE WAS THAT THE PROSPECT OF QUALIFIED COMMERCIAL ESCORTS COULD INCREASE THE SIZE OF THE GROUP BY 25 PER CENT. OUR PROPOSAL FOR FIVE RED CARPET PROMOTIONS UNDER THE FOREIGN BUYER PROGRAM, INCLUDING PROVISION FOR ESCORTS, IS INCLUDED IN STATE AND COMMERCE APPROVED DRAFTS OF THE 1978 CCP. AS INTELCOM IS THE FIRST RED CARPET PROMOTION, AND AS WE ARE ALREADY UNDER THE HANDICAP OF PROMOTING A RAPIDLY APPROACHING SHOW, IT IS OF PARTICULAR IMPORTANCE TO RECEIVE AS SOON AS POSSIBLE APPROVAL OF FUNDING FOR ESCORTS FOR INTELCOM 77.

4. WE HAVE ALREADY EXPLORED OTHER POSSIBILITIES FOR COMPLETE FUNDING OF ESCORTS. PAN AM INFORMS US THAT IATA REGULATIONS CURRENTLY IN EFFECT PRECLUDE THE POSSIBILITY OF PROVIDING FREE SPACE FOR TOUR ESCORTS ON THE NORTH ATLANTIC RUN. ALTHOUGH USTS IS OBLIGATING 2,500 DOLLARS TO THE PROMOTION OF OUR INTELCOM PROMOTION, THESE FUNDS CANNOT BE EARMARKED FOR ESCORT TRAVEL. AS AN ALTERNATIVE USDOC MIGHT WANT TO APPROACH INTELCOM ORGANIZERS AS SOURCE OF FUNDS FOR ESCORTS.

5. THE INTELCOM ESCORTS WILL INCLUDE THE SENIOR COMMERCIAL LOCAL FROM STUTTGART, AND AN EMBASSY OR UNCLASSIFIED

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CONGEN OFFICER. THE SENIOR LOCAL EMPLOYEE, WITH MORE THAN 30 YEARS EXPERIENCE AT THE CONSULATE, IS THOROUGHLY FAMILIAR WITH BOTH THE FACILITIES AVAILABLE FROM USDOC AT INTELCOM, AND WITH THE INDIVIDUAL INTERESTS AND NEEDS OF THE FBP PARTICIPANTS. TO ELIMINATE ESCORTS FROM THE TOUR WOULD BOTH DECREASE INTEREST IN POTENTIAL BUYERS FROM VISITING INTELCOM, SERIOUSLY HANDICAPPING OUR PROMOTION, AND WOULD NOTICABLY HAMPER BUSINESS CONTACTS IN ATLANTA FOR THOSE BUYERS THAT DO VISIT THE SHOW.

6. THE FOLLOWING INFORMATION IS PROVIDED AS REQUESTED IN PARA 3 OR REF. A)

A) THE BASIC COST OF THE ESCORTS' TRAVEL TO INTELCOM IS THE SAME AS THE COST TO THE GERMAN BUYER - DM 2,890 (DOLLARS 1,160) THIS IS THE INCLUSIVE COST OF THE TRANSPORTATION AND GROUND PACKAGE, INCLUDING HOTEL. THE COST OF AIR FARE ALONE IS

DM 2,287 (DOLLARS 920). THE ADDITIONAL COST FOR
GROUND ARRANGEMENTS IS DOLLARS 240. THE AMOUNT
NEEDED FOR INTELCOM, THEN, IS DOLLARS 1,400
(1,160 PLUS 240).

B) THE COMPLETE ITINERARY HAS BEEN POUCHED TO USDOC
(SEE REF. E). THE TOUR RUNS FROM OCTOBER 7-18.
THERE ARE NO PROVISIONS OR EXPECTATIONS OF NON-
BUSINESS ACTIVITIES WHILE IN THE US AS THE TOUR IS
THOROUGHLY BUSINESS ORIENTED.

C) IT IS NOT EXPECTED SPOUSES WILL ACCOMPANY THE
GROUP DUE TO ITS BUSINESS NATURE AND SHORT DURATION.

D) AS DISCUSSED ABOVE IATA REGULATIONS PRECLUDE
AIRLINE FUNDING OF ESCORTS ON THE NORTH ATLANTIC
RUN. POST ABLE TO PROVIDE PARTIAL PER DIEM ONLY,
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AS ROOM IS INCLUDED IN THE PACKAGE PRICE OR
DEPARTMENT FUNDING.

E) NO SEPARATE ESCORT WILL BE PROVIDED BY AGENT OR
AIRLINE.

F) AS DISCUSSED ABOVE THE INCLUSION OF AN ESCORT
IS CRUCIAL TO A SUCCESSFUL FBP PROMOTION.

7. WE REQUEST PROMPT APPROVAL OF ADDITIONAL FUNDING
NECESSARY FOR INTELCOM ESCORTS IN ORDER TO ALLOW US TO
CONTINUE OUR PROMOTION IN A MANNER THAT WILL ASSURE ITS
SUCCESS. INTELCOM IS THE FIRST OF A TYPE OF PROMOTION
NEW TO GERMANY. THE ENTIRE RED CARPET CONCEPT REQUIRES
THAT NEW AND EFFECTIVE PROCEDURES BE AGREED UPON.
THE AVERAGE WORLD WIDE FOREIGN BUYER SALES PER BUYER IS
ESTIMATED TO BE DOLLARS 69,000. FROM AN AFFLUENT
ECONOMY SUCH AS GERMANY IT WILL LIKELY BE HIGHER.
FOR INTELCOM WE ALREADY HAVE FOUR DEFINITE BOOKINGS AND
SERIOUS ENQUIRIES FORM 100 ADDITIONAL FIRMS. TO ENSURE
A VIABLE RED CARPET PROMOTION OF INTELCOM 77 REQUIRES
A COMMITMENT TO NECESSARY PUMP PRIMING. A COMMITMENT
TO A SERIOUS AND COMPLETE PROMOTION IS NECESSARY
TO A SUCCESSFUL RED CARPET PROGRAM.
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